



City of Scottsdale Matching Event Advertising Funding Fiscal Year 2007-2008 Application Program

INFORMATION AND PROCESS

I. What is the "Matching Event Advertising Funding Program?" (MEAF)

Major events are an important component of Scottsdale's overall image and its "product". Events are also used as tools for marketing programs that are intended to increase national and international visibility for Scottsdale as a desirable tourist destination to our target upscale resort visitor.

The Tourism Development Commission (TDC) annually reviews events that have the potential to attract visitors to Scottsdale. With that objective in mind, the TDC has adopted an "advertising support" program. The TDC recommends City bed-tax support for a variety of beneficial events based on the following overall objectives:

- **The events advertise and promote Scottsdale's attractiveness as a destination to our target upscale resort visitor**
- **The events generate room nights in Scottsdale hotels**

The Mayor and City Council, utilizing receipts from the bed tax, authorize financial support for the Matching Event Advertising Funding program annually. The amount(s) available and the funding criteria are subject to annual review by the TDC. **All recommendations and actions are subject to availability of funds and approval of the City Council.**

II. How does an event qualify for consideration?

All applicants seeking Matching Event Advertising Funding from bed tax must meet all of the following primary qualifying criteria in order to be eligible for funding consideration by the TDC:

- **Supports Tourism Driver(s)** The TDC has adopted five tourism "drivers" as those experiential factors that cause our customers to visit Scottsdale, especially as that decision relates to Events. Events are expected to fit one or more of these drivers in order to be considered: **Art and Culture, Culinary, Golf, Sports and Recreation, and Western.**
- **Marketing Exposure** The event will provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale's attractiveness as a destination to our target upscale resort visitor.

- **Generates Room Nights** Evidence of room nights in Scottsdale hotels as a result of the event.

III. How do I apply for MEAF?

A process has been developed which provides necessary information for the City of Scottsdale's TDC to evaluate advertising funding requests and to determine appropriate funding for qualified events. The FY07/08 Matching Event Advertising Funding application and manual is available in the Economic Vitality Department. To receive an application, please contact Kathy Montalvo at kmontalvo@scottsdaleaz.gov or 480-312-7989.

- Step 1 – Review the “Event Qualification Criteria” in Section II
- Step 2 – Complete a FY2007/2008 “Matching Event Advertising Funding Application”
- Step 3 – Evaluation by TDC
- Step 4 – Recommendation to City Council for approval
- Step 5 – Formal action by City Council

Event applications will be reviewed once per fiscal year (July 1 through June 30), pending City Council approval and funding availability.

IMPORTANT DATES (Subject to change)

Applications available:	June 22, 2007
Application submittal due:	July 30, 2007
*Presentation date:	August 21, 2007
TDC Recommendation:	September 18, 2007
Anticipated Council Action:	October 2007

*Event producer will be notified no later than August 6, 2007 if a presentation is required.

IV. How are funding recommendations determined?

A. Approved Uses

City bed-tax funds must be used for advertising outside Maricopa County, to increase the likelihood that event attendees will stay in a Scottsdale hotel.

The TDC has developed four “Approved Uses” for matching City funds. Applicants requesting City funding advertising support must use the funds for one or more of the following:

- Scottsdale Convention and Visitors Bureau Co-Operative Advertising Program
- Event Placed Advertising in SCVB Media List Entity (Not part of a SCVB Co-Op)
- Event Placed Advertising (Not part of a SCVB Co-Op and publication/media is not included on the SCVB media list)
- Direct Mail

Preference will be given to matching funding for a “SCVB Co-Operative” advertising program and/or “Event-Placed” advertising in SCVB Media List Entity (Not part of a SCVB Co-Op).

The above "Approved Uses" are listed in Section IV of the attached Application. The request must include the specific use(s) for any funds granted, i.e. "half-page ad in (name of publication)", "participation in SCVB co-op advertising program" along with the dollar amount. Payment is contingent upon submittal of the appropriate documentation (third-party invoices shown as "paid in full" and the cancelled checks) that verifies the use of the funds and that payment has been paid in full.

Examples of expenses **NOT** eligible for reimbursement include but are not limited to advertising agency commissions, public relations expenses, "in-kind" expenses, salaries, entertainment, supplies, equipment, postage, travel expenses, general operating expenses, and any item not specifically included in the funding request.

Trade shows and corporate meetings are not eligible for funding.

B. Funding Evaluation

Events that meet the Qualifying Criteria, described above in Section II, will be referred to the TDC and evaluated for funding according to the additional considerations outlined in Sections 1 through 4 below. Relative importance of these considerations is determined at the discretion of the TDC.

1. Marketing Plan

The marketing plan evaluation is an important part of the process and is based on several components, including but not limited to:

- Adds to or complements SCVB's marketing program
- Exposure to Scottsdale's demographic markets
- Exposure in Scottsdale's feeder markets
- Overall scope of the marketing plan

2. Advertising Budget

The TDC is particularly interested in knowing what advertising is planned outside the local marketplace (outside Maricopa County), and that the applicant is in a position to match City funds:

- Paid and in-kind resources spent, and what percent of the total budget is the funding request
- Reach, frequency, and distribution methods

Target Market Information-- Scottsdale's key feeder markets are shown in the table below:

TABLE I

DOMESTIC	INTERNATIONAL
Southern California	United Kingdom
New York	Canada
Chicago and Minneapolis	Germany
Seattle	France
Dallas – Fort Worth	Italy
Washington DC	Japan
Philadelphia	Australia/New Zealand
Boston	South America
San Francisco	Mexico
Denver	---

Scottsdale's targeted leisure tourism segment is adults 35-54 years of age with a household income exceeding \$75,000 per year traveling with or without children. They are highly educated and culturally focused. Rest, relaxation and golf are their primary motivations for visiting Scottsdale. The outdoors are a focal point of their activities.

3. Room Nights

Based on the information in the application, the TDC will estimate the number of room nights generated as a result of the event. This estimate will be used unless credible evidence (prior history, room blocks, third-party surveys) is provided.

Of particular interest is **the extent to which the event is the reason for the trip to Scottsdale**. Industry and fiscal impact is typically measured by the number of hotel rooms that can be attributed to the event.

4. Visitor Attraction and Repeat Visitation

Visitor attraction is an event's ability to contribute to the potential visitor's decision to visit Scottsdale. Visitor retention is the event's ability to enhance the experience of the visitor who is already in Scottsdale during the event, but implies that the event will increase satisfaction levels of the guest, and be a causal factor in referrals and repeat visits.

V. What is my responsibility as an event producer?

The TDC's adopted policy requires that any funds granted to an applicant be used for one or more of the "Uses for City Funded Event Advertising" in Section IV of the application. An "Event Agreement" between the event producer and the City of Scottsdale will define the contractual responsibilities of the two parties and will be submitted to the City Council for approval. **Once approved, if there are *any* requested changes to the contract they must be submitted in writing no later than 30 days prior to the event, and are subject to written approval.**

The event producer will be expected to comply with all City of Scottsdale application, permit, insurance, and approval requirements and processes for Special Events. All permits and approvals must be obtained prior to the distribution of any City funds to the sponsor.

A completed Post-Event Report will be required as identified in the "Event Agreement". A report is included in the application packet.

IV. CONTACTS

For questions or assistance, please call the City of Scottsdale Economic Vitality Department at 480-312-7989. Our new address is 4021 North 75th Street, Suite 102, Scottsdale, AZ 85251.

V. Notes

This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event. Actual funding amount and specific uses must be specifically authorized by the Mayor and City Council.

Application is not a legally binding agreement. After City Council approval of funding, a formal City Contract and Exhibit A listing the reimbursable "Qualified Items," will be sent to producer. "Qualified Items" approved for funding may differ from the application. ONLY the "Qualified Items" included in the Contract will be reimbursed.